

# County of Santa Clara Office of Emergency Services



## Alert and Warning Update

August 14, 2018

SCVWD Board Meeting

Presented by:

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# County of Santa Clara Office of Emergency Services



## Operational Area Alert and Warning System

- The Everbridge Platform
- Integrated Public Alert and Warning System (IPAWS)
  - Uses Common Alerting Protocol (CAP) for authentication
  - Provides options for reaching the public
    - Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), National Oceanic and Atmospheric Administration (NOAA) “weather radio” alerts, social media, pager, sirens, digital signs, Nixle, **AlertSCC**



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## Operational Area Alert and Warning System (cont)

- **AlertSCC**
  - Opt-in program
- Wireless Emergency Alert (WEA)
  - Opt-out
  - 90 character message—Increases to 360 characters in May 2019, more precise targeting, Spanish.
  - Used for immediate threat to life safety
  - Spreads via cell tower locations within specific geographic (polygon) areas
- Emergency Alert System (EAS)
  - Presidential Alerts
  - Used locally under an MOU between OP Area and local broadcasters
  - Spreads through a network of FCC licensed broadcasters per the MOU

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## CA State Legislation

- State Senate Bill 833
  - Would create a mandatory, statewide system for evacuation notification by July 2019
  - Would require State OES to oversee all counties and cities; create standards and training
  - Would require all county and city OES offices to have personnel trained on IPAWS
- State Senate Bill 821
  - Would allow counties the option of making notification programs “Opt-out” rather than “Opt-in”. **AlertSCC** would become “Opt-out”.

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## Alert and Warning System for Santa Clara County Op Area



Using the Everbridge Platform



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## **AlertSCC Campaign Materials Distributed to SCC Operational Area**

- All materials in English, Spanish, Mandarin, Vietnamese
  - Social media, email marketing, website
  - Fliers, postcards
- Key messages:
  - How can we warn you if we can't reach you
  - How can we help you if we can't reach you
  - Be warned and stay informed with AlertSCC



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## Sample Materials

**How can we warn you if we can't reach you?**  
Text your zip code to 888777 for emergency alerts.



[www.AlertSCC.org](http://www.AlertSCC.org)

Be warned and  
stay informed.

Làm thế nào chúng tôi có thể cảnh báo bạn nếu chúng tôi không thể liên lạc được với bạn?  
Xin vui lòng gửi số mã vùng nơi bạn ở đến số 888777  
qua tin nhắn để nhận được cảnh báo khẩn cấp.



[www.AlertSCC.org](http://www.AlertSCC.org)

Được cảnh báo và được  
cập nhật thông tin.

如果我們無法聯絡到您，我們該如何向您提出警訊？  
請將您的郵遞區號以簡訊方式傳送到 888777



[www.AlertSCC.org](http://www.AlertSCC.org)

保持警覺並  
維持聯繫

¿Cómo podemos enviarle mensajes de alerta si no lo podemos contactar?  
Mande un mensaje de texto con su código postal al 888777 para alertas de emergencia.



[www.AlertSCC.org](http://www.AlertSCC.org)

Reciba alertas y  
manténgase informado.

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# Questions?

